

SARAH HORNE

SUMMARY

Having spent a decade in the marketing and design industry, I bring a wealth of expertise to the table. My skill set encompasses overseeing creative projects from inception to completion, managing creative production, optimizing team workflows and capacity, handling asset management, and, naturally, designing. Recognizing that design extends beyond graphics, I understand the importance of data, discovery, methods, and workflows in establishing a solid foundation for every project.

PROFESSIONAL EXPERIENCE

01/2024 - Present, Contract, Remote: Seattle, WA /Atlanta, GA

About Amazon News Art Director: Amazon, Inc.

- Conceptualize and produce assets for AboutAmazon.com, CRM, and Amazon.com
- Revamped visual asset creative request intake process
- Designing adhering to multiple Amazon Sub-Brand style Guides and Amazon promotions

07/2023 - 10/2023, Contract, Remote: Los Angeles, CA/Atlanta, GA

Prime Video Art Director: Amazon, Inc.

- Remote full-time contractor via Aston Carter
- Conceptualize, produce, and manage graphic assets
- Create style guides for production delivery
- Develop customer experiences and visuals across platforms
- Support Prime Video's vision & brand on Amazon.com, social, & Prime Video Storefront

08/2021 - 05/2023, Full-time, Remote: Seattle, WA /Atlanta, GA

Prime Gaming Art Director: Amazon, Inc.

- Interim creative team manager, mentor, capacity monitoring, & team ticket assignment
- Art direction from project inception to completion
- Worked with art for AAA PC, console, & mobile games
- Conceptualize & produce marketing graphic assets for Prime Gaming benefits and offers
- Workflow optimization and creative brief enhancement
- Revamped visual asset content quality assurance system/process
- Collaborated with vendors, managed POs, and lead creative production

06/2017 - 07/2021, Contract, Atlanta, GA

Content Strategist & Graphic Designer: Chick-fil-A, Inc.

- Managed digital asset platform with customizable creative templates
- Built website user experiences and updated features
- Led menu UX update and trained team members
- Conducted site-wide asset audits and collaborated with vendors
- Contributed to the implementation migration to a new enterprise platform
- Conceptualize, produce, and manage graphic assets

06/2017 - 07/2021, Full-time, Atlanta, GA

Lead Graphic Designer: Communiqué USA, Inc

- Established visual brand identity standards
- Refreshed logos and created internal collateral
- Produced graphics for social posts, websites, and videos

04/2017 - 12/2017, Contract, Atlanta, GA

Graphic Designer: Tosca

- Worked remotely designing instructional materials and promotional items

01/2017 - 03/2017, Contract, Atlanta, GA

Graphic Designer: Gwinnett Magazine

- Created advertisements and attended staff meetings

07/2016 - 10/2016, Intern & Freelancer, Decatur, GA

Graphic Designer: HeavyDuty Branding

- Created social media posts, banners, and website designs
- Conducted office photoshoots and prepared mockups for clients

07/2014 - 08/2015, Part-Time, Statesboro, GA

Marketing Specialist and Designer: Cheeky Bliss

- Managed website and designed marketing materials
- Worked with local printers and increased social media engagement

05/2013 - 12/2013, Part-Time, Statesboro, GA

Graphic Designer: Georgia Southern Student Media

- Designed newspaper and magazine pages
- Developed strong relationships with editors and excelled under pressure

CONTACT

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SKILLS

- Art direction
- Design strategy
- Photoshop templates
- Graphics design
- Logo design
- Typography
- Branding design
- Photography & video
- Photo enhancing
- Time management
- People skills
- Self-motivated
- Professionalism
- Passionate about film & games
- Works well under pressure
- Collaboration skills & self-directed
- Initiative
- Vendor management
- Attention to detail
- Critical thinking
- Creativity with project management
- Creative leadership
- Team morale building
- Work independently or with team
- Design composition & color
- Multi-tasking

SOFTWARE

- Adobe Illustrator, InDesign, Photoshop, Premiere, Acrobat, XD
- Figma, Invision
- Microsoft Word, PowerPoint, Excel
- Asana, Jira, Salesforce
- Google Drive, Docs, Sheets
- Quip

EDUCATION

- B.F.A. in Graphic Design, Georgia Southern University, 2015
- High School Diploma, Bainbridge High School, 2010